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- 1) Create two PDF versions. The primary file should be a screen-optimized version where the text is fully searchable and the images are low resolution to keep the file size reasonable for online viewing (e.g., 72 dpi images; 1–15 MB total file size, depending on how many images are in the body of the report). The second version should be the full print version used to make brochure-quality copies with images at their highest resolution (e.g., 300-600 dpi; 15–80+ MB file size). The latter version is more archival and should be serviceable, for example, for directly copying report images for Powerpoint presentations or other graphic purposes.
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